TARGETPRO®

If target marketing is your life, this is your solution.

WHO ARE MY BEST CUSTOMERS?

Where can I find more of them?

Where should I spend my advertising investment?

Where is my next best area of opportunity?

How can I build a more effective sales campaign?

WHEN YOU NEED TO KNOW, THERE'S TARGETPRO.®

MapInfo TargetPro helps you identify your customers, understand the markets you serve, and rank the potential of your prospects. Built on the world's leading desktop mapping software, MapInfo Professional®, TargetPro is the easiest way to make the most of your marketing investment.
With MapInfo TargetPro, you will be able to:

- Identify growth opportunities through demographic analysis and segmentation
- Rank markets based on likely customer response
- Understand your customers by profiling behaviors and attitudes
- Determine the most effective means to reach your target audience:
    - Where to advertise
    - What messages will resonate best
    - Which partners and co-branding efforts will be most effective
- Plan service areas and store performance by analyzing relevant geographic areas
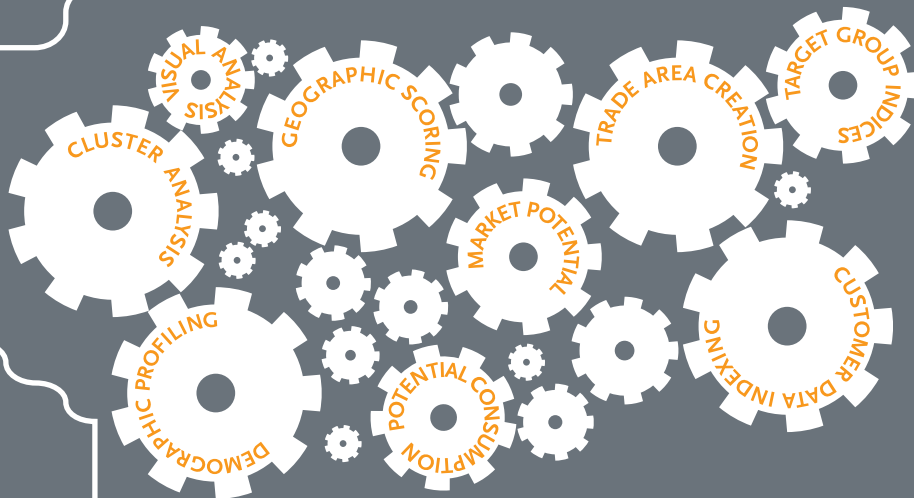- Identify the best product/service mixes to cross-sell and up-sell your customer base

DETERMINE BEST CUSTOMERS

DIRECT MAIL CAMPAIGN

CROSS-SELL PRODUCTS

MAPINFO DATA
DEMOGRAPHICS
SEGMENTATION
FIRMOGRAPHICS

POINT-OF-SALE DATA

YOUR COMPANY DATA

3RD PARTY DATA

CLUSTER ANALYSIS
VISUAL ANALYSIS
GEOGRAPHIC SCORING
TRADE AREA CREATION
TARGET GROUP INDICES
MARKET POTENTIAL
DEMOGRAPHIC PROFILING
POTENTIAL CONSUMPTION
CUSTOMER DATA INDEXING

TARGETPRO®
TURNS DATA
INTO ANSWERS

MAILING LISTS
CUSTOMER PROFILES
3D MAPS
CHARTS+ GRAPHS
THEMATIC MAPS
DATA FILES
CUSTOM REPORTS

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DETERMINE BEST CUSTOMERS

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DIRECT MAIL CAMPAIGN

CROSS-SELL PRODUCTS

FIND BEST SITE

EMPOWER AD SALES

TARGETPRO®: MARKETING IN ACTION

TargetPro is used daily by market analysts in retail, media, communications, insurance, manufacturing and many other industries to help solve critical business problems. Here are a few examples of the power of TargetPro.

Case Summary 1:
Customer Profiling and Acquisition

Business Need

In an increasingly competitive market, identifying your best customers and recruiting more like them is a major challenge.

Solution

By combining your customer data with other demographic, socio-economic and segmentation data and leveraging the powerful mapping and analysis capabilities in TargetPro, you can develop profiles to describe and locate your best customers, including:

• Age, race, education, ethnicity, wealth information and more
• Housing values and characteristics
• Employment and retail sales potential
• Where they live and where they buy

Next, you can drive cost-effective customer acquisition programs with the MapInfo PSYTE neighborhood segmentation system. Match your current customers to their associated PSYTE clusters to more accurately identify high potential opportunities.

"TargetPro helps us to identify niche groups of our most profitable customers, and PSYTE® Advantage is helping us grow these groups of customers. By knowing who our customers are, where they are currently located and where we have potential, TargetPro has helped us streamline our marketing efforts for fantastic gains."

– Director of Marketing, Mortgages and Investment Products
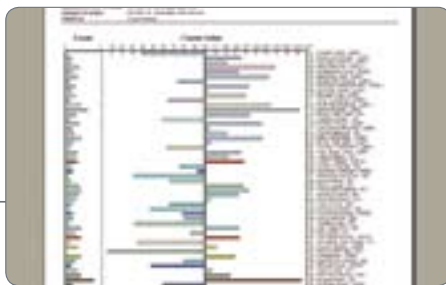
The cluster index chart identifies the PSYTE clusters with the highest potential for purchase and the map indicates the location and distance of the neighborhoods from the store.

Case Summary 2:
## Media Reach and Market Penetration

Business Need
Selling advertising space in publications is challenging. Potential customers often question the effectiveness and ability of certain media to reach their target audience. Advertising sales representatives need to respond with facts.

Solution
By highlighting the circulation districts with areas of high potential for particular goods and services, advertising sales representatives can effectively communicate the value that their publication can offer as a sales medium to their targeted business customer.

"Using the sales package generated by TargetPro, I've significantly increased my retailer close rate on ad sales, earning me President's Club status!"

– Sales Associate, Print Advertising
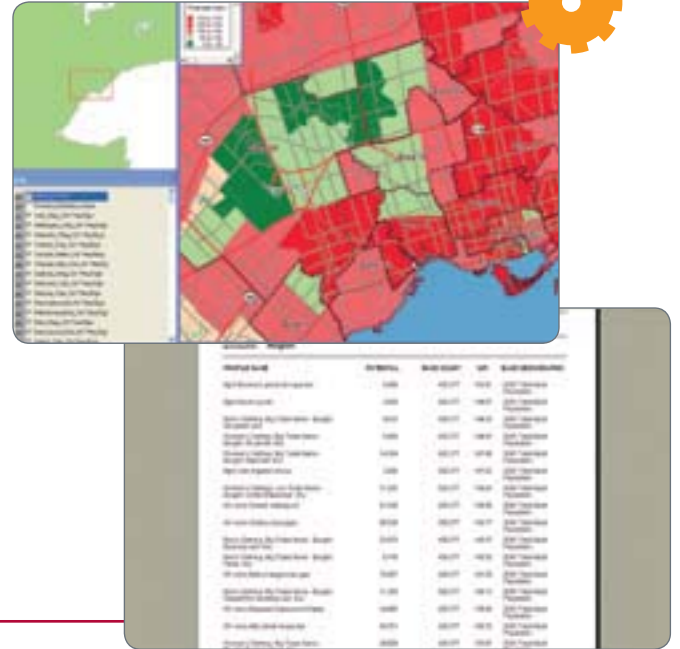
The thematic map shows those circulation areas with the greatest spending potential for the products identified in the report.

Case Summary 3:
Market Analysis and Planning

Business Need
Communication providers are constantly faced with decisions about which products and services to offer in each geographic market. For example:
• Which wire centers will provide the fastest ROI for fiber-to-the-home deployment?
• Who are the most profitable small to medium-sized business prospects within my cable footprint?
• As an MVNO, how can I maximize my marketing dollars for reaching my target market?
• Where are my best opportunities for entering the triple play market?

Solution
By analyzing customer purchase habits along with demographic and business data, communications providers can profile their best customers. This information can be used to identify the best areas for introducing and marketing new products and services.

"By leveraging the advanced analysis capabilities in TargetPro with demographic data and the PSYTE segmentation system, we've been able to identify the best neighborhoods to implement our fiber-to-the-home investment."

– Director of Market Planning

Telecommunication firms look for profitable wire centers to deploy fiber-to-the-home by examining many underlying demographic characteristics, highlighted by the income and population figures indicated in the map.

There are many data sets available from MapInfo to increase the power of your analysis. TargetPro® comes with Census data and annually updated estimates and projections on a robust set of demographics and socio-economic characteristics. Depending on geography, the following are also available:

Demographic Data
• Age by income
• Housing characteristics
• Census data
• Estimates & projections
• Daytime populations
• Detailed income
• Housing values
• Consumer expenditure
• Education
• Retail sales potential
• Financial and wealth assets
• And much more

Lifestyle Data
• Attitudes
• Media (listen/read/watch)
• Shopping habits
• Financial
• Leisure
• Real estate
• Home improvements
• Travel
• Health
• And much more

Business Data
• Establishments by size/industry
• Retail sales
• Payroll
• Service establishments
• Retail employment
• And much more

MapInfo®
Be Location Intelligent™

www.tsimapping.com

TSI

125 Eugene O'Neill Drive, Suite 105
New London, CT 06320

tel: 860.440.3887
toll-free: 866.874.6277
fax: 860.440.3889

email: sales@tsimapping.com